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Fairs

World Food Moscow (RU)
26-29/09/2006

Intercool Düsseldorf (D)
24-27/09/2006

Conxemar Vigo (ES)
3-5/10/2006

Sial Paris (F)
22-26/10/2006

Alles für den Gast Salzburg (AU)
11-15/11/2006

PLMA Chicago (US)
12-14/11/2006

Horeca Expo Ghent (B)
19-23/11/2006

Foodapest Budapest (HU)
21-24/11/2006

Fresh frozen on the up

The consumption of freshly frozen vegetables is on the up. In retail, the food service and industry – the three segments in which Ardo is active – **the demand for freshly frozen product continues to rise**. Both traditional fruit and vegetables and convenience products can count on increasing acceptance. The main reasons? **Healthy, and easy to use**.

Cherry on the cake

Ardo wants to go one further. We don't only try to provide you with **easy-to-use preparations**. We also constantly strive for **innovation** to develop products that exactly meet your needs. We offer the broadest possible range. And we keep a close eye on every stage of the production process to ensure that the **strictest quality standards** are upheld.

Last but not least Ardo prides itself on being able to offer the necessary **flexibility**. In every country where our products are marketed, we have a separate organisation. That enables us to contact you directly in your own language to provide support efficiently.

Omnipresent

We hope to meet you in the near future at one of the trade fairs we'll be attending. There you can see our extensive range, chat with our culinary advisors and make contact with colleagues. We look forward to welcoming you.

See you soon!



Surprisingly versatile

Ardo chooses all the ingredients for its preparations with great care and processes them into high-quality, freshly frozen products. Today we offer seven ranges. Here are some of our outstanding products.

Classics



A range of freshly harvested and perfectly preserved vegetables from the richest soils. All the vegetables you know and love, as well as mixes for that special meal.

Nature plays the leading role in **Wok Verde** with its bright green ingredients. This new mix - without sauce or seasoning - can be steamed or boiled, as well as stir-fried.



Pasta Primavera, a mix of carrot and leek strips, leaf spinach, bean sprouts and pasta, has been available since last year and provides the ideal basis for stir-fried or oven-baked pasta dishes.



Ardo's **Fiore Tricolore** is a fine mix of cauliflower, broccoli and romanesco rosettes. A delight for the eyes, delicious and pure.



In pasta dishes, salads and traditional game dishes **wild mushrooms** are nowadays indispensable. Our range is available throughout the year to meet the need.



express



Pre-cooked or prefried and ready-to-eat. Only warm up or thaw and serve in cold preparations.

Ardo **purées**, ready in a few moments and easily portionable, are ideal for hot dishes, soups and dips.



From **white rice**, through a **Wild Rice Mix** to an exotic basmati: our pre-cooked rice range has something for every taste.



For those in a hurry, there are our **prefried onions**, ready sliced or diced.

Ardo's ready-cooked freshly frozen pasta dishes from the Express range are quick and easy to prepare and retain all their colour and flavour. Our pasta is cooked al dente. The **Pasta Tricolore** is a colourful combination of green, orange and white spirilli: all you have to do is drop it in boiling water.



Les Fruits



The most delicious fruit from all corners of the world, picked fresh for you. Now you can enjoy fruits as a dessert, with ice cream or baked into pastry all the year round.

Do you have a taste for fruits of the forest? Just try our **Black Forest Mix**, available in various packs.



Invite summer into your home all year round with our **Exotic fruit with passion fruit sauce**. Always available and always freshly frozen.



Chestnuts are becoming increasingly common in modern recipes and mixes. You can give your dishes a different flavour with our assortment, and quality is guaranteed.

Fines Herbes



A carefully selected assortment of aromatic herbs, indispensable for that personal touch with delicious meals. Ardo preserves the aroma and colour, just as though you had picked them yourself.



Ardo's herbs remain concentrated all year round, and because Ardo freezes them fresh and loose, they don't stick together and are ideal for dividing into portions. The Ardo "Fines Herbes" range gives you a choice of **14 delightfully delicious herbs and herb mixes**.

Ardo grows its own **chives** and **parsley**. Our herbs are processed and frozen immediately after harvest. Top quality guaranteed.

The **pre-cut shallots** also come in very handy. You can just the portion you need, and process it immediately in sauces and dishes.



Les Tapas



Van oorsprong een Spaanse traditie, Originally a Spanish tradition, "Les Tapas" are tasty snacks for any time of day. Ardo's answer to the new trend of fast but very tasty and nutritious foods.

Crunchy on the outside and deliciously soft on the inside: Ardo's "Onion Rings" are big hit as a snack, side dish or a straight snack. They can be prepared in the oven, deep fat fryer or frying pan, and are available in 3 product references, each with its own taste and texture characteristics.



The "Natural Onion Rings" are complete rings of onion with a rustic look and the full, natural flavour of sweet onions.

"Battered Onion Rings" are identically shaped rings of chunky onion in a light, crisp batter coating, just as "Breaded Onion Rings" which are coated with breadcrumbs. Very crispy!



à table



The solution for the person who doesn't have a lot of time but still wants to enjoy vegetable specialities. The "A Table" assortment offers you a broad range of delicious vegetable dishes with sauces.

With our ready-to-use **Ratatouille** you can give your dishes an authentic southern european flavour in an instant.



Fancy a dish of spinach with mozzarella and parmesan? Ardo's **Spinaci Filanti** is the solution, and tastes great with all kinds of dishes.



A classic, not menu can do without: **spinach with cream**. Easily portionable thanks to handy portions, and ready to use! Bon appetit!!

Bio



Vegetables and fruits cultivated organically with the greatest respect for nature, and processed in accordance with the strictest standards. That is why these products are allowed to bear the tightly controlled "Bio" certificate.

Do you want traditional food prepared on organic principles? Try **Red cabbage with apple** from our Bio range.



One-pot dishes are 'hot' in the freshly frozen organic segment, too. As the success of our **Bio Wok Mix** shows. And let's not forget the **green beans** from the organic range. Always combinable, healthy and very delicious.



Focus on innovation


Innovation is crucial at Ardo. We launch new products on a regular basis, to ensure that we constantly improve in meeting your needs and wishes.




New
from
Ardo



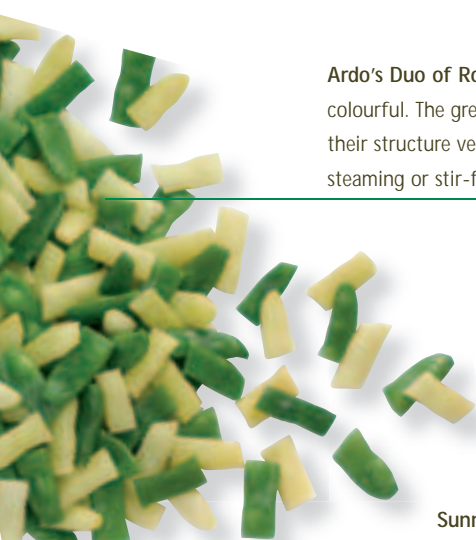
Bio



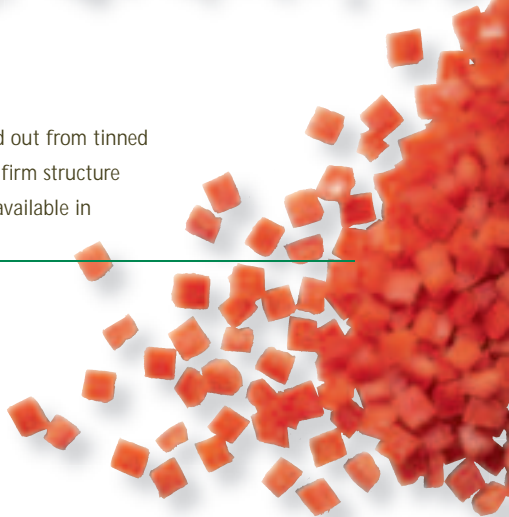
Our **organically grown sliced carrots** for the growing retail market for freshly frozen organic produce will in future be available in 600g bags. (available end October)




Bali Rice Mix (2,5kg) with yellow and orange carrots, peas, sweet corn and onion is cooked in light salted water, and is ideal for stir-fries, cold dishes and microwave meals. (available end October)



Ardo's **Duo of Romano beans** (2,5kg) is also very colourful. The green and yellow romano beans keep their structure very well after preparation by boiling, steaming or stir-frying. (available end October)



Our **freshly frozen tomatoes** stand out from tinned tomatoes by their deep red colour, firm structure and sun-ripened flavour. They are available in 1kg and 2,5kg packs.



Sunny Mix with papaya, mango and pineapple is new in Ardo's range of "Les Fruits". The new "**fruit punnets**" catch the eye and add to our 'fresh' frozen image. They can be kept for a long time, and can be defrosted quickly and easily in the microwave or refrigerator. (available end October)



In moussakas, lasagnas and other oven dishes, on sandwiches and pizza as well as an ingredient in the salad bar. These **grilled vegetables** (1kg) always lend themselves perfectly. The sun and taste of the Mediterranean on your plate!

Ardo News



Ardo round the world

Our group continues to expand. We are acquiring more and more **production and sales subsidiaries** in more and more countries. This helps us to keep in touch with our sales markets. That's how we get to know what you need, and how we can best meet your needs. In addition, you can always get in touch with one of our local contact points where you will receive rapid assistance.

Customer-oriented structure

Customer-focus is high among our priorities at Ardo. Our structure has recently been completely reviewed; **as well as retail and food service customers, as of this year our industrial clients can also contact a coordination centre** that provides commercial and technical support.



Harvest Report



The impact of the heat wave in Europe

After the less good harvest results for certain spring vegetables, the summer cultivation is now in production. The extremely hot and dry month of July throughout Western and Eastern Europe has queered the harvest pitch, as it were. The already forecast harvest shortfalls in garden peas, cauliflower, broad beans and carrots have in the meantime been confirmed. A brief summary:

Garden peas: Volume shortages of 20 to 40% have been noted throughout Europe, with the exception of Spain and Portugal. But the volumes in these 2 countries are intended exclusively for domestic consumption. A constant supply until the harvest in 2007 cannot be guaranteed.

Garden peas: here too, there was a harvest shortfall of 35 to 50%.

Summer harvest cauliflower: a shortfall of up to 30%.

Autumn cauliflower harvest: the slow growth of young cauliflower plants has put the crops for October in danger. A harvest shortfall of up to 35% is expected in the UK.

Spinach: a shortfall of up to 20%.

Young carrots: a shortfall of up to 10%.

Beans: the first harvest results show a shortfall of 50%.

Certain autumn crops, such as **sprouts**, will also yield smaller crops owing to the loss of plant during the extremely dry July period.

Conclusion: The harvest of 2006 can undoubtedly be compared with the disastrous year 1976. A challenge for Supply Chain!

Ardo newflashes

Ardo Germany: Jürgen Schulte will assist Mr Linkenbach in a managerial capacity.

Ardo Netherlands: Riejan de Vries, has joined the Food Service team as a culinary consultant.

Ardo UK: Debbie Henry has joined the marketing and sales team for industry.

You can always also surf to www.ardo.com.

Go to the product base for information on Ardo's products. Discover new recipes regularly under the recipe section. Happy surfing!



Culinary Ardo



Once again, we end this edition of Actual with a couple of delicious recipes. Our culinary advisors went to work creatively with 2 of our new products: Bali Rice Mix and Parrilla grill vegetables. Here's the result... Come and try them at one of our trade fair stands.

Mediterranean grill platter with cherry tomatoes, mixed vegetables and an eight-herb sauce

Ingredients to serve 4:

8 slices Ardo Parrilla grill vegetables - per type courgette, aubergine, red and green pepper, 750g fillet of beef, 4 prawns, 1 Ciabatta, salt, pepper

For the tomato sauce:

250g Ardo 1/2 cherry tomatoes, 200g diced Ardo tomatoes, 40g diced Ardo shallots, 2 tablespoons Ardo basil, 25g black olive rings, 100ml vegetable stock, 30ml olive oil, 3 tablespoons tomato puree

For the herb sauce:

3 tablespoons Ardo 8 herb mix, 50ml vegetable stock, 1 teaspoon pesto, 25ml cream, 20g cold butter, salt, pepper

Prepare the tomato sauce: brown lightly the shallots with the diced tomatoes and basil, thicken with the tomato puree and pour the stock. Cook for 5 to 6 minutes.

Add the cherry tomatoes and cook for another 2 minutes.

Heat up the grill vegetables according to the instructions

Prepare the herb sauce: bring the vegetable stock with the herbs and pesto to a boil. Thicken with the cream and cold butter.

Cut the fillet of beef into 4 medallions, season, and grill with the prawns as desired.

Arrange the medallions with the prawns on the tomato sauce and the grilled vegetables on the herb sauce. Serve the freshly baked Ciabatta with it.

Salad of Bali Rice Mix

Ingredients to serve 4:

400g Ardo Bali Rice Mix, 1 teaspoon Ardo chives, 1 teaspoon Ardo basil, 150g chicken fillets, 100g shelled common prawns, 20g pitted black olives, 2dl sunflower seed oil, 1dl water, 1 tablespoon strong Dijon mustard, 1 egg yolk, salt, pepper, green salad for garnishment décor

Defrost the Bali Rice Mix. Braise the chicken fillets.

Prepare the mayonnaise by mixing the salt, pepper, egg yolk, Dijon mustard, and add while whipping, the sunflower seed oil, and thin the sauce with water; add the chives and the basil, season to taste. Mix the rice and the sauce.

Serve the rice in 4 small dishes garnished with green salad, add the prawns and the chicken fillets cut into thin slices. Sprinkle with chives and basil.

Delicious!



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